U. S. NATIONAL ENERGY POLICY-EFFECTIVENESS IS A VERY PRESSING ISSUE,
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The "cornerstone" of the proposed National Energy Plan and probably future Energy Policy is energy Conservation (efficiency). Energy Conservation seems to have no opponents, however, a consensus on just what can, should, and will be done with it is clearly lacking. Part of the problem stems from the way we have traditionally measured how efficiently our energy resources are consumed. Obviously, when high-grade energy is converted to a low-grade energy for societal benefits, something is lost. The usual yardstick "energy efficiency", which arises from the first law of thermodynamics, does not and cannot in the strictest sense reflect this loss, since energy is always conserved.

If engineering, administrative, executive and political decisions have been made under impressions, or for that matter misimpressions, stemming from traditional energy concepts and analysis, then why has the cry of knowledgable prominent people not been taken up enthusiastically? This question along with an examination of the proper role of sound technical concepts in energy conservation and the insuing National Energy Plan implications will be presented. In addition, the attitude toward "effectiveness" in 1978 will be assessed and second law analysis issue discussed in the hope of stimulating an early resolution.